

Federal City Performing Arts Association

Board of Directors Meeting Minutes

Wednesday, June 21, 2000

2801 M St., NW, Washington, DC

Present: Fred Boykin, Jerry Carpenter, Jeff Peirce, Chip Heath, Kris Marshall, Joe Vignali, Steve Herman, Mark Ohnmacht, Wallace Whitworth, Kathy McGee
Absent: Thom Gibb, Ron Sabacek, Greg Ruffer, Darrell Lewis
Staff: John Perkins
Guests: Buhrman, Streit, Cohen, Reeg, Paul, Bugg

I. Call to Order

Vice President Boykin called the meeting to order at 7:05 PM.

II. Open Forum

III. Approval of Minutes

McGee moves to approve the minutes as amended, Herman seconds. Unanimously approved.

IV. Finance Report

Peirce presented the finance report. See report for full details. The organization is still behind budget and for the month of May. The budget essentially break-even. Despite a disappointing turnout, the auction netted \$9800. The raffle has done well raising approximately \$3K. However, no additional ad-sales for the Pride concert came in and ticket sales for the Pride concert did not make budget. We had fewer than 600 people in the house but had budgeted for approximately 760. Thus, Ticket sales continue to be our biggest problem. A deficit at the end of year is now being projected at \$18,900.

Carpenter moves to accept the finance report, McGee seconds. Unanimous in favor.

Peirce indicated that he recently attended a workshop wherein he learned a few new accounting rules that will affect the organization over the next two years. He also indicated that we are in the process of selecting an investment manager per the newly adopted Investment Policies. The Finance Committee has been identifying potential managers, and the next step will be to interview and select one. They hope to have a selection made and funds invested within two months.

Peirce moves to approve the financial policies, Ohnmacht seconds. Unanimous in favor.

V. Music Report

Jeff Buhrman presented a schema of the Concert Season of 2000-2001. The Holiday concert will have four primary performances at St. Margaret's Episcopal Church and a preview concert added starting on Dec.3. The concert will be comprised of traditional Christmas music and include a reprise of the popular Santa's Workshop. The spring concert will present the three-way with Boston, New York, and DC. The Chorus' will perform in each of the respective cities on March 24, March 31 and April 2, 2000. GMCW's portion of the concert will be a mixture of Broadway, traditional, and gay-themed songs revolving around a theme. The 20th Anniversary concert will feature a retrospective of music performed by GMCW during the past 20 years.

McGee moves to approve the season concepts of the 2000-2001 season, Marshall seconds. Considerable discussion followed. Issues raised were Why a warm-up concert was being added, Choreography issues in the Church, concern about the memberships burden level with 4 or 5 concerts, as well as worries about the vagueness of the concert concepts. Boykin called the question, which resulted in

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the following vote: Four members in favor, one Against, Three abstained. Motion carried on the tiebreaker vote of Boykin.

Heath asked how Buhrman intended to use the Rep. Advisory Committee next year. Buhrman replied saying that he foresaw the group as a working committee and that he would run all things by them.

VI. Executive Director's Report

Perkins reported that 70% of the audience surveys were returned at the June concert. Thanks to Whitworth for providing the services for the survey and the results. The end-of-year direct mail appeal is to go out to 345 people who will also be called during the phone-a-thon to be held next week. Perkins received an inquiry concerning GMCW's participation at a trade show event in January of 2001 featuring MERK Pharm. It could produce some income for the organization.

VII. President's Report

Vice President Boykin gave the President's report in the absence of Lewis. He asked for assistance with the phone-a-thon and asked each Board member to personally help raise \$1K before the end of the year to close the deficit.

VIII. Old Business

Heath presented a report on the Volunteer Policy committee. He expressed dissatisfaction over the fact that so few policy committees were able to complete their work this year. He issued a challenge calling for a formal volunteer structure, which is paramount to the future of the organization. Position descriptions, tools, recruitment, maintenance, and recognition of the volunteers are essential. Boykin said that position descriptions had been formed this year.

IX. New Business

Herman presented an analysis of ticket sales for the June concert. A total of 657 tickets were sold, season subscribers made up 52.9% of the total. TicketPlace (1/2 price) 7.6%, TicketMaster 3.8%, Box Office 8.1%, Lambda Rising 6.5%, Lammas 0.5%, Members 18.3% and Comps/PWA 2.3%. Herman said that Chorus members sold only 90 tickets and in the future, we need to motivate members to actively sell more tickets. Ohnmacht asked about sales for past Pride events and Herman indicated that usually 900 tickets were sold. This season has seen very disappointing ticket sales. Boykin asked for feedback – Why were ticket sales so low? Reasons given were: No marketing hook for the concert, poor rehearsal preparation, membership did not take ownership of the music or the members did not care to prepare well for the concert, members should be encouraged to buy season subscriptions, no sales program in place (people actively selling tickets), morale low because of lingering discontent from last year's events.

X. Budget

Peirce presented a concise overview of the budget preparation process. The budget is built upon our vision instead of a strategic plan. A review of the operating plan was presented along with proposed modifications to that plan.

Vignali moves, McGee seconds to amend the FY01 Operating Plan as follows:

Change the number of performance for the Holiday Concert to four; Add a "Preview Performance" at a different local church for the Holiday concert; change the approved location of the Pride concert to Lisner Auditorium; combine the two fundraising events into one, major event, to be scheduled in the early Spring; and add a new PF CD project: Sometimes I Wish. A motion passes with two Nay votes by Heath and Carpenter.

Peirce presented the assumptions upon which the budget was built indicating where estimates were figured in. Whitworth moves, and McGee seconds, to adopt the following budget and authorize the following transfers for the FCPAA for the Fiscal Year beginning July 1, 2000 and ending June 30, 2001. Total expected revenues will be at \$385,670 with total expenses of \$385,670 resulting in a balanced budget. Transfers of up to \$1,500 are authorized from the Dudley Fund to the GMCW Operating Fund for the purpose of underwriting membership dues scholarships.

The transfer of up to half the pledged value of the New Century Fund to the GMCW Operating Fund for the purpose of underwriting GMCW's 20th Anniversary Concert. Discussion followed. Board members were reminded that budget amendments could be made during the year. Ohnmacht moves that the Board move into executive session to discuss salary related issues. General session was reconvened moments latter. Motion passes with two Nay votes by Carpenter and Heath. Boykin asked Carpenter and Heath if they wanted to express their reasons for not approving the budget. Carpenter said that the single fundraiser amidst a busy spring was being overly optimistic at netting \$39K. Heath indicated that he did not like the season concepts, he believed that membership costs for the coming year were too high, an outreach proposal was missing, too many venue issues between Kennedy Center and Lisner, Capital Club expectations continue to disappoint on raising budgeted funds. Carpenter concurs and thanks Heath for expressing many of the issues.

Ohnmacht expresses thanks to Peirce and Perkins for their work on the budget.

XI. Adjournment

Whitworth moves for adjournment, Ohnmacht seconds, Unanimous in favor.

Respectfully submitted,

Jerry Carpenter – Secretary, FCPAA

GMCW affirms the Gay experience and promotes a culture of diversity through musical and performance excellence